

Search Report

 from Ginger R. DeMille

? show files;ds

File 15:ABI/Inform(R) 1971-2004/Jul 20
 (c) 2004 ProQuest Info&Learning
 File 16:Gale Group PROMT(R) 1990-2004/Jul 21
 (c) 2004 The Gale Group
 File 148:Gale Group Trade & Industry DB 1976-2004/Jul 21
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 File 160:Gale Group PROMT(R) 1972-1989
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 File 275:Gale Group Computer DB(TM) 1983-2004/Jul 21
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 File 621:Gale Group New Prod.Annou.(R) 1985-2004/Jul 21
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 (c) 2004 The New York Times
 File 475:Wall Street Journal Abs 1973-2004/Jul 20
 (c) 2004 The New York Times
 File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
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Set	Items	Description
S1	61	PIPKINS()MAXIMA()ADVANTAGE OR PIPKINS()MAXIMA OR MAXIMA()A-DVANTAGE
S2	954	MUSTANG()COM

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S3 12 S1 AND S2
S4 3 RD (unique items)
? t4/7/all

4/7/1 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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07142593 Supplier Number: 60827294 (THIS IS THE FULLTEXT)

**Pipkins Teams With Mustang . com To Enable Call Center Agents To
Integrate Phone Call and E-mail Functions.**

Business Wire, p1367

March 16, 2000

TEXT:

Business Editors

ST. LOUIS--(BUSINESS WIRE)--March 16, 2000

PIPKINS(TM), Inc., the leader in workforce management systems for 16 years, and **Mustang . com** (Nasdaq: MSTG), a leading provider of customer e-mail management solutions, announced that they have joined forces to allow customers to intelligently manage their e-mail customer service workforce. The companies have integrated their respective products to enable call center agents to handle both phone calls and e-mail responses during their shifts.

Mustang Reports(TM), the historical reporting component of the Mustang Message Center(TM) e-mail platform, can now export system data to a format that is then used by **Pipkins ' Maxima Advantage** (R) Workforce Management System for analysis in recommending staffing and scheduling levels. Customer service centers may now forecast e-mail management and the customer service representative (CSR) staffing requirements. Additionally, they receive the ability to monitor service level adherence with the same accuracy as traditional call centers.

The integrated system will provide Pipkins with incoming e-mail information such as e-mail offered, average handling time, and service level achieved. This information will enable a supervisor to staff e-mail response handling more efficiently. Prior to this capability, tracking management and staff deployment was a manual function and often resulted in additional staff hours. The new integrated function yields corporate savings in personnel and creates staff efficiency.

"With the advent of products such as Mustang's Message Center, users can leverage our system design to gain the optimization benefits of a truly integrated call center. We had anticipated the evolution of the multi-media call center and engineered our system to accept and process data from any type of CRM media," stated Dr. James Pipkins, Founder and Chief Executive of Pipkins, Inc.

"Companies using both Mustang Message Center and **Maxima Advantage** will build or extend their competitive advantage," stated Jim Harrer, **Mustang . com** President and Chief Executive Officer. "This integration helps companies solve the difficult service versus cost equation to meet their service level goals in the most efficient manner possible."

About Pipkins

Pipkins, Inc. (PIPKINS), founded in 1984, is the leading supplier of workforce management software **Maxima Advantage** (R) and services to the call center industry. **Maxima Advantage**, which features Merlang(R), PIPKINS' proprietary optimization algorithm, is the most robust and feature rich system available. It enables managers to solve the complicated operational issues in today's multi-faceted call center environment. Its open design allows for the complete integration of emerging CRM technology. PIPKINS' systems forecast and schedule more than 100,000 agents in over 300 locations across all industries worldwide. Corporate headquarters: St.

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Louis, MO. Inquiries can be made on the Web at <http://www.pipkins.com> or 800/469-6106.

About **Mustang . com** and Mustang Message Center

Mustang . com enables loyal, high quality customer relationships through the design, development and support of Internet and e-mail based customer management software applications. Mustang Message Center is an award-winning eService solution that improves e-mail management in mission-critical, high-volume customer service operations. Hundreds of companies worldwide actively utilize the Mustang Message Center for 24x7, mission-critical customer service, supporting hundreds of thousands of transactions every day. Corporate headquarters are located at 6200 Lake Ming Road, Bakersfield, CA 93306. Inquiries can be addressed via voice: 661/873-2500; fax: 661/873-2499; or e-mail: info@mustang.com. Additional information is available from **Mustang . com** on the Web at <http://www.mustang.com>.

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4/7/2 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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06894464 Supplier Number: 58356459 (THIS IS THE FULLTEXT)

Mustang . com and Pipkins Join Forces In eService Workforce Management.

Business Wire, p0028

Dec 23, 1999

TEXT:

Business Editors

BAKERSFIELD, Calif.--(BUSINESS WIRE)--Dec. 23, 1999

Mustang Message Center(TM) Updated To Share Data With

Pipkins Maxima Advantage (R) Workforce Management System

Mustang . com, Inc. (Nasdaq:MTSG), the provider of Trusted eService Solutions(TM), and Pipkins, Inc., a provider of Workforce Management Systems for more than fifteen years, announced today that the two companies have successfully integrated direct support for the **Pipkins Maxima Advantage** workforce management system into **Mustang . com**'s Mustang Message Center eService platform. The collaboration will permit companies to intelligently manage their e-mail customer service workforce, ensuring service level goals are met in the most cost-effective manner possible.

Mustang Reports(TM), the historical reporting component of the Mustang Message Center platform, can now export system data to **Maxima Advantage** for analysis in recommending staffing and scheduling levels. Customer service centers may now forecast e-mail customer service representative (CSR) staffing requirements. Additionally, they receive the ability to monitor service level adherence with the same accuracy as for traditional call centers.

"Companies using both Mustang Message Center and **Maxima Advantage** will build or extend their competitive advantage," stated Jim Harrer, **Mustang . com** President and Chief Executive Officer. "This marriage allows companies to solve the service vs. cost equation. No longer is there a choice between two imperfect options. This partnership provides an ideal solution, optimum service coverage and cost-effective operations."

Workforce management is the process of balancing the burden of work to be completed with the resources available to complete that work. Without work volume benchmarks or targets, overstaffing or understaffing can result. And as costly as overstaffing is to the company, understaffing which leads to inferior service and customer dissatisfaction may be even

more treacherous.

"With the advent of products such as Mustang's Message Center, users can leverage our system design to gain the optimization benefits of a truly integrated call center. We had anticipated the evolution of the multi-media call center and engineered our system to accept and process data from any type of CRM media," stated Dr. James Pipkins, Founder and Chief Executive of Pipkins, Inc.

About Pipkins, Inc. and **Maxima Advantage** (R)

Pipkins, Inc. (Pipkins), founded in 1984, is the leading supplier of workforce management software (**Maxima Advantage**) and services to the call center industry. **Maxima Advantage** , which features Merlang(TM), Pipkins' proprietary optimization algorithm, is the most robust and feature rich system available. It enables managers to solve the complicated operational issues in today's multi-faceted call center environment. Its open design allows for the complete integration of all CRM technology. Pipkins' systems forecast and schedule more than 100,000 agents in over 300 locations across all industries worldwide. Corporate headquarters are located at 1031 Executive Parkway, Suite 110, Saint Louis, MO 63141. Inquiries can be addressed via voice, 314-469-6106; fax, 314-469-0841; or e-mail, info@pipkins.com. Additional information is available from Pipkins on the Web at <http://www.pipkins.com>.

About **Mustang . com** and Mustang Message Center

Mustang . com enables loyal, high quality customer relationships through the design, development and support of Internet and e-mail based customer management software applications. Mustang Message Center is an award-winning eService solution that improves e-mail management in mission-critical, high-volume customer service operations. Currently, 326 customers, plus approximately 50 or more in pilot, actively utilize the Mustang Message Center for 24x7, mission-critical customer service, supporting hundreds of thousands of transactions every day. The company's prior announcement of 375 customers included customers in Mustang's pilot programs and was made in error. Corporate headquarters are located at 6200 Lake Ming Road, Bakersfield, CA 93306; with offices in Atlanta, GA; Chicago, IL; Ft. Lauderdale, FL; Los Angeles, CA; Phoenix, AZ; Seattle, WA; and Washington, D.C. Inquiries can be addressed via voice, 661-873-2500; fax, 661-873-2499; or e-mail, [info@mustang . com](mailto:info@mustang.com) . Additional information is available from **Mustang . com** on the Web at [http://www.mustang . com](http://www.mustang.com) .

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4/7/3 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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10857390 SUPPLIER NUMBER: 54014413 (THIS IS THE FULL TEXT)

C@ll Center Solutions 1998 Product of the Year Award.

Call Center Solutions, 17, 7, 56(7)

Jan 1, 1999

TEXT:

Editor's Note:

C@LL CENTER Solutions(TM) covers two main areas of customer interaction - telephone and Internet contact. Yes, there are obviously other ways to get in touch with a company: you could walk in its doors (as in you walk into a bank and speak with someone), you could send a strongly worded letter (or fax) formalizing your complaint, you could fax in your order (to Staples, for example), or, perhaps most conveniently, pick up the telephone and call that 800 number the company has thoughtfully provided.

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If you're logged on, you could just hit the company's Web page and send off an email, but given the general public's lack of computers, the prevailing mindset that companies are unable to return e-mail in a timely fashion (this is changing) and that you have to actually be at a computer to send an e-mail, telephone contact still wins out over other forms of customer/company interactions, not just e-mail.

That said, a legion of products have emerged to switch, mute, manage, dissect, analyze, automatically respond to, etc., customer calls (in the broadest sense of the word). Many products aid internal operations - helping managers schedule, train and monitor agents and simulate call volume; or, products like headsets and ergonomic furniture that help provide a safe and comfortable working environment; or, UPSs and industrial computers that the customer never has any direct experience with but are implemented to ensure that when a call comes in computer systems are running to handle it.

We have, therefore, broken down our Products of the Year categories into externally-focused (customer-facing) and internally-focused (company-facing) products. Throughout our Products of the Year coverage we've used blue-colored type to represent the former, while red-colored type represents the latter. Why? We're trying to erect a mental framework or concept for you to use when you're confronted with a purchasing decision - even the layout of the section is meant to convey the "interconnectedness" of products in this market. If you see value in how we've categorized these products, and therefore the entire industry, then use it. If not, invent your own (and then let us know about it - ccspress@tmcnet.com).

This attempt at classification is made more difficult by products that do more than one thing - a predictive dialer that also routes inbound calls or a PBX that combines ACD, IVR and Web server features, for example. Where do they fit into the schema?

This is how we decided to handle it: Customer-facing products (Group 1) can be seen to mainly provide the "physical" connection to the caller (inbound/outbound); while others (Group 2) provide ways for a company to "value-add" customer interactions through skills-based/intelligent routing, CTI screen pops, real-time data mining, IVRs, etc. Company-facing products (Group 3) help the enterprise manage the call center and its internal resources, while products in Group 4 provide the backbone upon which the call center's operations rest.

GROUP 1

At the most basic level this group of products provides the "physical" inbound and/or outbound connection between customer and company. Some of these products do more than just switch traffic; e.g., they add ACD, IVR, predictive dialing, firewall and LAN hub functionality to the mix.

PBX

A private branch exchange switches calls between enterprise users on local lines while allowing all users to share a certain number of external phone lines.

Intecom Intecom E Millenium Server www.intecom.com 972-855-8000

Inter-Tel AXCESS 5.0 PABX System www.inter-tel.com 800-669-5858

Lucent DEFINITY ECS Release 6 www.lucent.com 908-953-5707

PBX Add-On

Adds additional functionality; resides in front of, or behind, the

PBX.

Xantel Xantel Connex v2.4 www.xantel.com 602-446-4036

PC-PBX

Performs the basic functions of a PBX on a standard PC architecture using a PC, rather than a proprietary, architecture. It uses the traditional phone wiring for transmitting voice and the network wiring for data transmission. Can also provide additional functionality: Web-based

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unified messaging, follow-me applications, voice recognition, etc.

AltiGen Communications AltiWare OE www.altigen.com 510-252-9712

Artisoft TeleVantage www.artisoft.com 617-354-0600

Picazo CT Pro www.picazo.com 408-383-9300

ATM PBX

An asynchronous transfer mode (ATM) version of a LAN PBX. Unlike a PC-PBX, however, voice and data transmissions are via the local area network (LAN). These products can also incorporate ACD, IVR, predictive dialing and other functionality.

Sphere Spherically 2.0 888-SPHEREC

Multimedia Call Center Solution (ATM)

Provides voice and video (multimedia) access to call centers, as well as ACD, IVR, fax server, predictive dialing, screen pop, etc.

CellIT CCPro www.cellit.com 303-639-2255

PC-based Call Center Telephony Server

A computer designed to control, add intelligence, store, forward and manipulate the various voice, data, fax and e-mail calls flowing into and out of a computer-telephony system. Provides such call center specific functionality as predictive dialing, ACD routing, IVR, etc.

Buffalo International OTS NT - Object Telephony Server

www.telephonyserver.com 914-747-8500

Omega Systems VersaCom Call Center Solution www.mega2010.com
916-635-7590

Telox UTS (Universal Telephony Server) CTi Platform www.telox.com
954-351-2215

Voice/Data Switch

The bottom line requirement of any voice/data switch is that it switches both voice and data and is capable of call control and other traditional PBX functions. Typically based on IP but also encompassing ATM voice transmission, voice/data switches can include such features as LAN hub, router, firewall and unified messaging. An IP-based PBX by definition is a voice/data switch.

Selsius Systems IP-PBX v.2.1 www.selsius.com 972-855-8829

Praxon, Inc. 3-slot Praxon PDX (Phone Data 972-855-8829 exchange)
www.praxon.com 408-871-1600

Fax Server

A computer on a LAN that contains one or more PC fax boards. It receives incoming faxes over phone lines, stores them on its hard disk and alerts the recipient. It will also accept faxes from workstations on the LAN, stores them and then sends them out. It can also be a specialized interactive system - fax on demand.

CommercePath CommercePath 2.0 www.commercepath.com 800-600-4329

RightFAX RightFAX Enterprise Suite v.5.2 www.rightfax.com
520-320-7000

Dialing Platform

An automated way to make outbound calls without human intervention. Those calls are then passed to a person - this solution can incorporate progressive, preview, predictive and interactive dialing.

Intelogistics RAPID www.bestivr.com 954-453-5757

Stratasoft StrataDial www.stratasoft.com 713-795-2670

Dialing Platform Add-On

Software that adds additional functionality to an automated outbound dialer.

CenterForce Technologies CenterForce Optimizer Rel. 5.0
www.cforcetech.com 301-272-2246

GROUP 2

While this group of products breaks down into smaller subsets, they all provide ways for companies to "value-add" the customer/company interaction. While most of the products in this category "face" the customer, they're basically invisible to them. ACD/skills-based routing

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products, for instance, route a caller to the agent best-skilled/able to handle that caller's need. CTI products that perform database lookups on the basis of caller-entered information (via touch-tone or Web clicks) or automatically via ANI or DNIS provide screen pop information to the agent's desktop to further assist the company in its effort to personalize the conversation with the customer.

Some of these products, like IVRs or automatic e-mail response solutions, can be used in a "vacuum," automating customer access to the information he or she needs. A well-designed/implemented solution will, of course, enable the customer to "zero out" to a live agent at any point in the transaction; it's even better if data regarding the customer's current (and past) transaction(s) accompanies the transfer to a live agent. This will, ultimately, save you (the company) time and money, and help make the customer satisfied and happy.

Small to Mid-Sized ACD

An automatic call distributor performs four basic functions: It will recognize and answer incoming calls, query its database for what to do with that call, and then, based on those instructions, it will send the call to an automated "please hold" recording (or other device), and then to the next available agent. The level of skills-based routing depends upon the sophistication of the software.

AVT Corporation AgentXpress 4.0 for Windows NT www.avtc.com
425-820-6000

Cintech CINPHONY 3.0 www.cintech-cti.com 513-731-6000

Cortelco Millenium Real-Time ACD www.cortelcosystems.com 901-385-7774

Iwatsu America ADIX ACD www.Iwatsu.com 972-929-0242

Tadiran Telecommunications, Inc. PC-ACD Version 5 www.tadirantele.com
727-523-0000

Vodavi Communications Systems STARPLUS Triad www.vodavi.com
602-443-6000

Large ACD

Same as small to mid-sized ACD, except scales to handle more calls/more agents.

Aspect Telecommunications Aspect ACD System With Release 7 Software
www.aspect.com 408-325-2200

NEC America CallCenterWorx www.nec.com 972-550-3112

Skills-based Routing

The term for matching the caller and his/her needs with the agent best skilled to satisfy those needs.

Lucent Technologies, Inc. CentreVu Advocate www.lucent.com
908-953-2457

Siemens Information and Communication Networks Resume Routing 2.0
www.siemenscom.com 800-765-6123

PC-based/Software ACD

Performs the basic ACD functions on a standard PC architecture using a PC OS, rather than a proprietary one.

Rockwell Transcend www.ec.rockwell.com 800-416-8199

PakNetX PNX ACD Release 2.0 www.paknetx.com 603-890-8616

Server-based Call Control/Routing

Call control describes the transferring, conferencing and answering of telephone calls; routing refers to skills-based routing; intelligence is removed from the switch to a server linked directly to the PBX.

Nortel Networks Symposium Call Center Server www.nortelnetworks.com
800-4NORTEL

MITEL Call Center Commander www.mitel.com 613-592-2122

ACD Add-On

Products which add additional functionality to the ACD.

BCS Technologies, Inc. BCS' PC Phone Control www.bcstechnologies.com
303-713-3000

Digital Techniques First Impression www.digitaltechniques.com

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972-727-1200

Virtual Hold Technologies Virtual Hold www.virtualhold.com

330-666-1181

IVR

An interactive voice response unit provides a touch tone interface to information stored in a database.

Brite Voice Systems BriteConnect www.brite.com 407-357-1000

Computer Communications Specialists, Inc. FirstLine Encore
www.ccsivr.com 770-441-3114

Web IVR

Similar to an IVR, a Web IVR dynamically generates HTML pages on the basis of customer information and input from the customer in the form of clicks on hyperlinks. In some cases these products allow you to develop scripts for a "telephony" IVR and the Web simultaneously.

Edify Corporation Electronic Workforce www.edify.com 408-982-2000

Periphonics PeriWeb 2.0 www.peri.com 516-468-9000

GROUP 2

Call Center Hardware

ACD, text messaging, IVR, PBX capabilities delivered via the manufacturer's equipment.

AMTELCO Infinity www.amtelcom.com 800-356-9148

Blended Call Center

Provides integrated inbound/outbound functionality.

ALLTELL Information Services Call Center Workstation www.alltel.com
501-220-6471

EIS International, Inc. Centenium XL www.eisl.com 703-478-9808

smallwonder! softworks, Inc. Xchange 3.0 www.smallwondersoftworks.com
520-721-7046

Multifunction Call Center Solution

Incorporates voice and Web response, predictive dialing, CTI, skills-based routing, IP telephony and more.

Interactive Intelligence Enterprise Interaction Center
www.inter-intelli.com 317-872-3000

Syntellect Inc. Vista www.syntellect.com 770-587-0700

Microlog unique www.mlog.com 301-428-9100

Call Center Software

Software that manages various call center activities from customer management to call control.

TelAthena Systems LLC TelAthena www.telathena.com 888-777-7565

Apropos Apropos v4 www.apropos.com 630-472-9600

Telrad Agent-C www.telradusa.com 516-921-8300

InterVoice, Inc. AgentConnect www.intervoice.com 972-454-8862

Application Generators

Software that abstracts low-level programming for the developer. This allows them to quickly develop for multiple platforms while minimizing the learning curve.

Brooktrout Technology, Inc. ActiveCall www.brooktrout.com
781-433-9525

MediaSoft Telecom IVS Studio www.mediasoft.com 514-731-3838

Pronexus VBVoice www.pronexus.com 613-839-0033

Web Self-Service

These solutions enable customers to address their own service, support and even sales issues, via a Web interface to your company's customer-/product-specific information.

Inference CBR Content Navigator 3.5 www.inference.com 415-893-7200

ServiceSoft Web Advisor www.servicesoft.com 800-SERVSFT

Hosted Online Support

Primus SolutionSeries.com www.primus.com 206-292-1000

Automatic E-mail Response

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Intelligent software that scans the content of inbound e-mail and then composes an automated response on the basis of business rules and knowledge you configure.

Aptex SelectResponse 3.0 www.aptex.com 888-623-0554

Brightware Brightware, Version 3 www.brightware.com 415-884-4744

Outbound E-mail, Customer Retention

Decisive Technology DecisionSource www.decisive.com 650-237-4489

E-mail ACD

The e-mail equivalent of an ACD; enables the queuing, routing, tracking, managing and reporting, and efficient responding to, of e-mail messages.

eGain Communications eGain E-mail Management System www.egain.com
408-737-7400

Distributed Bits, LLC ResponseNow www.dbits.com 312-207-1500

Kana Communications Kana CMS 3.0 www.kana.com 877-480-KANA

Mustang Software, Inc. Internet Message Center www.mustang.com
805-873-2500

Multimedia ACD

Media-independent ACD.

Acuity Corporation WebCenter Enterprise www.acuity.com 512-425-2200

ATIO Corporation CyberCall 3.0 www.atio.com 612-837-4000

CosmoCom CosmoCall www.cosmocom.com 516-851-0100

Internet Telephony

Voice over Internet Protocol (IP) - the use of IP networks (e.g., the Internet) to carry voice, in this instance, and/or fax traffic.

eFusion, Inc. eBridge Interactive Web Response www.efusion.com
503-207-6300

Click2Talk Click2Talk www.click2talk.com 201-928-2882

Fujitsu IntelliCommerce www.fbcs.fujitsu.com 602-921-5618

Web/Call Center Integration

Enabling companies to interact with their Web customers.

Simware Inc. SALVO www.simware.com 613-727-1779

WebLine Communications WebLine 2.0 www.webline.com 781-272-9979

Web Text Chat

Interaction with Web customers via the keyboard; can also include collaborative browsing.

SiteBridge Corporation CustomerNow 1.0 www.sitebridge.com
212-645-8700

Contact Dynamics iContact www.contactdynamics.com 312-345-1344

Web Customer Interaction Software

Automates interactions with customers that contact your company over the Web.

Balisoft Technologies Inc. LiveContact www.balisoft.com 416-256-1419

Business Evolution Inc. @Once Service Center

www.businessevolution.com 609-951-0216

eShare Technologies, Inc. eShare NetAgent www.eshare.com 516-864-4700
CRM Software

Customer relationship management software automates the customer interaction; the information gleaned in service, support and sales interactions is made available to the entire enterprise.

IMA AdvantEDGE 3.0 www.imaedge.com 800-776-0462

POINT Information Systems TeamPOINT Version 2.5 www.pointinfo.com
800-311-0215

Siebel Systems Siebel 98 www.siebel.com 650-295-5

The Vantive Corporation Vantive 8 www.vantive.com 408-982-5700

Customer Service

Clarify Inc. ClearCallCenter 3.0 www.clarify.com 408-573-3000

GWI Software WebHelp! Version 3.0 www.gwi.com 360-397-1000

Quintus Corporation CallCenterQ www.quintus.com 510-624-2800

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Saratoga Systems, Inc. AvenueService www.saratogasytems.com
408-371-9330
Customer Support
Advantage kbs, Inc. IQ Support Application Suite www.akbs.com
800-AKBS-YES
AIM (Applied Innovation Management) Online Support Center
www.innovate.com 800-942-7754
royalblue technologies SupportCenter www.royalblue.com 212-269-9000
CustomerSoft, Inc. ESP - The Expert Support Program
www.customersoft.com 303-784-7095
Automated Technical Support
MOTIVE Communications The Motive System www.motive.com 512-339-8335
Help Desk
Bendata HEAT 4.1 www.bendata.com 800-776-7669
Network Associates, Inc. Total Service Desk 3.52 www.hal.com
408-346-3021
Remedy Corporation Remedy Help Desk Express www.remedy.com
650-919-5404
Sales/Marketing Automation Software
Acxiom Corporation InfoBase TeleSource via the Acxiom Data Network
www.acxiom.com 501-336-2241
Clientele Products Division, Platinum Software Clientele for Sales &
Marketing www.clientele.com 503-612-2600
RightPoint Software RightPoint www.rightpoint.com 650-287-2002
Paragren One-By-One www.paragren.com 703-995-1800
Speech Recognition
ALTech SpeechWorks 4.0 www.altech.com 617-428-4444
Nuance Communications Nuance 6.1 www.nuance.com 650-847-0000
Voice Control Systems, Inc. (VCS) SpeechWave www.vcsi.com
972-726-1200
Philips Speech Processing SpeechMania www.philips.com 770-821-3909
Speech Recognition, Directory Search
Phonetic Systems, Inc. Phonetic Operator www.phoneticsystems.com
781-229-5823
GROUP 3

The call center agent is the nexus of call center concerns. To be sure, automated products are designed to lighten the load of repetitive tasks the agent is asked to perform with the underlying idea that these agents will then be freed up to spend more time interacting with customers - building relationships. What may happen however is that as automated agents become increasingly sophisticated and can handle more sophisticated tasks, the demand for more warm bodies in the call center will decrease. And thus may emerge the call center professional: a highly-trained, highly-paid individual able to exude empathy and friendly-feeling to even the most annoying customer; to handle e-mail, voice calls and Web collaboration with equal dexterity; to sell, cross-sell, upsell and serve with ease; to interface with the various other departments within an organization, and, in short, become a recognized and valued member of a company.

The products in this category don't face the customer; that is, the customer has no idea they exist and wouldn't care if they did know about them. They're designed to ensure efficient, cost-effective operations with an eye toward quality and accountability.

Workforce Management Software
Adaptiv Software Corporation WORKFORCE/Call Center Edition
www.adaptiv.com 714-960-2211
Blue Pumpkin PrimeTime Skills & Enterprise Edition
www.blue-pumpkin.com 650-429-6300
Pipkins, Inc. **Maxima Advantage** Skillsense www.pipkins.com

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314-467-6106
TCS Management Group, Inc. TCS SeriesFive www.tcsmgmt.com

615-221-6800
Logging & Recording
Envision Telephony SoundByte Enterprise 4.0 www.envisiontelephony.com

206-621-9384
NICE Systems NiceUniverse www.nice.com 800-663-5601
Noble Systems ATOMS DRS www.noblesys.com 888-8-NOBLE-8
Telecorp Products Observation Recording www.telecorpproducts.com

248-960-1000
Monitoring
Eyretel, Inc. Quality Call www.eyretel.com 301-586-1900
Dictaphone Corporation daVinci QMS www.dictaphone.com 203-381-7000
Teknekron Infoswitch P&Q Review www.teknekron.com 817-262-3100
Witness Systems, Inc. WITNESS for Windows NT www.witsys.com

770-754-1900
ACD Display
INOVA Corp. LightLink www.inovacorp.com 800-637-1077
Spectrum Corp. UltraLink www.specorp.com 713-944-6200
Reporting
Mosaix Campaign Analyst Version 2.1 www.mosaix.com 425-881-7544
Switchview Internet Voice Information Services www.switchview.com

800-746-4460
Customer Management Automation ETI Infoview 2.0 www.cmaeti.com

972-488-2333
Agent/Call Management
Davox Resource & Performance Manager www.davox.com 978-952-0882
Digisoft Telescript 4.1 www.digisoft.com 212-687-1810
Softbase Systems, Inc. NetLert www.netlert.com 800-669-7076
Training Products
Pathlore Software Corp. PHOENIX www.pathlore.com 614-781-0036
Ulysses Training Corp. 1-800-FOR-SERVICE, The Flight Simulator For
Incoming Calls www.ulyssesstraining.com 704-892-0809
Call Accounting
Micro-Tel, Inc. Microcall Accounting Software www.microcall.com

770-447-5408
Telco Research TRU Enterprise Network Accountant
www.telcoresearch.com 800-488-3526
Simulation
Systems Modeling Corp. Call\$im www.sm.com 412-741-3727

GROUP 4
This group of products, while also invisible to the customer, is of extreme importance to the proper functioning of a call center. Middleware products, to oversimplify, tie together internal technological and human resources so that each call, across a variety of contact media, can be treated similarly - computer-telephony integration is another way of expressing this kind of function. Intelligent Network products can be used to value-add the customer's experience while the call is still in the PSTN "cloud" (the phone network itself) before it gets through to the company's premise.

Middleware
Hewlett-Packard CCM 5 www.hp.com/go/smartcontact
Melita International Melita Enterprise Explorer www.melita.com

770-239-4449
Dialogic CT Connect www.dialogic.com 973-993-3000
Intelligent Network
GeoTel Communications Corp. Network Intelligent Call Router
www.geotel.com 978-275-5149
Genesys Telecommunications Laboratories, Inc. Genesye Suite 5.1
www.genesyslab.com 415-437-1100

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IEX Corp. TotalNet 4.0 www.iex.com 972-301-1300
Headsets
Comfort Telecommunications Aries Select www.comfortel.com
800-399-3224
GN Netcom, Inc. Profile Surefit www.gnnetcom.com 800-826-4656
VXI Corp. Parrot Switch 60V www.vxicorp.com 800-742-8588
Remote Access
DATA RACE, Inc. Be There! NT Clients www.datarace.com 210-263-2113
Gandalf, A Division Of Mitel Xpress Connect 5232 (Xpress Office)
www.gandalf.com 613-592-3636
MCK Communications, Inc. EXTender 3000 www.mck.com 617-454-6100
Teltone OfficeLink 2000 www.teltone.com 425-487-1515
Furniture
Girsberger Office Seating Taranis www.girsberger.com 919-934-0545
SIS human factor technologies, inc. Omniflex 603-432-4495
SIShift@OL.com
Waterloo Furniture Components "Elite" Keyboard Arm 519-748-5060
Mode Office Systems SMART Panel www.modeoffice.com 800-497-9873
UPS
American Power Conversion (APC) Power Stack www.apcc.com 800-877-4080
Industrial PCs
Crystal Group Inc. Crystal CS500 computer www.crystalpc.com
319-378-1636
I-Bus, Inc. TR4 www.ibus.com 619-295-7178
Motorola CPV 5300 www.mcg-mot.com 800-759-1107
Server-based Computing
Citrix Systems, Inc. MetaFrame Server-based Software www.citrix.com
954-267-3000
Innovative Network Technologies, Inc. Remote Desktop www.intlabs.com
512-266-8115
For information and subscriptions: call TMC(TM) at 203-852-6800; or
fax to 203-853-2845 or 203-838-4070.

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2/7/1 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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Maxima Advantage

ABSTRACT: Through a viable workforce management solution, call center administrators can organize staff effortlessly so that their business can save money by minimizing excess staff and take advantage of each worker's skills. To achieve these advantages, this solution must provide efficient scheduling and forecasting capabilities. In addition, resourceful features such as real-time adherence, skills-based routing and attendance preferences are beneficial. Pipkins Inc.'s **Maxima Advantage** integrates all of these features with the intention of maximizing a business's workforce environment.

Anonymous

Call Center Solutions vl8n7 PP: 94-98 Jan 2000 ISSN: 1521-0774

JRNL CODE: TLM

DOC TYPE: Periodical; Product Review-Favorable LANGUAGE: English

RECORD TYPE: Fulltext LENGTH: 4 Pages WORD COUNT: 1749

2/7/2 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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11826628 SUPPLIER NUMBER: 59600382 (THIS IS THE FULL TEXT)

TMC.sup.TM) Labs Reviews.(Pipkins' Maxima Advantage workflow

package)(Software Review)(Evaluation)

Call Center Solutions, 18, 7, 94

Jan, 2000

TEXT:

Maxima Advantage

Pipkins, Inc.

1031 Executive Parkway,

Suite 110

St. Louis, MO 63141

Ph: 314-469-6106; Fax: 314-469-0841

Web site: <http://www.pipkins.com>

Price: Varies depending on number of agents, number of sites, number of ACDs, number of queues, etc.; RealTime Adherence module - \$20,700; WAVE - \$10,000, plus a per-agent charge.

Through a viable workforce management solution, call center administrators can organize staff effortlessly so that their business can save money by minimizing excess staff and take advantage of each worker's skills. To achieve these advantages, this solution must provide efficient scheduling and forecasting capabilities. In addition, resourceful features such as real-time adherence, skills-based routing and attendance preferences are beneficial. Pipkins' **Maxima Advantage** integrates all of these features with the intention of maximizing a business' workforce environment.

Installation

Maxima Advantage is normally installed by Pipkins in accordance

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with the customer's needs. Since we only wanted to install the software in a lab environment, we set up the hardware requirements and watched as a representative from Pipkins installed both the Oracle database software and their own software onto Windows NT Server 4.0. We used a 333 MHz Mitac industrial computer with 320 megs of RAM to be assured that we had enough memory to test the product. (For more information about the Mitac industrial computer we used, check the (TMC.sup.TM) Labs Mitac review in the September 1999 issue of INTERNET TELEPHONY(r) at <http://www.tmcnet.com/articles/itmag/0999/0999labs1.htm>.)

When the Pipkins representative attempted to install the Oracle 7.3.4 software (support for Oracle S is not yet provided by Pipkins), the setup wizard would not appear on the screen. We could not understand the reason for this. We tried to reinstall Windows NT Server 4.0, and while that was successful, our problem remained. Then we had the idea of replacing the CD-ROM drive even though it had worked for reinstalling Windows NT Server 4.0. For some reason, the new CD-ROM worked for installing Oracle's software. We tossed the old, defective CD-ROM drive, but we were still unsure about the reason for this strange development. Let wonders never cease!

With all of this fun, we still did not obtain enough real information to reasonably determine the ease and flexibility of the product's installation process. However, installation is usually done by Pipkins, and the CD-ROM difficulty was strictly an MIS-type of problem, so this should not be a concern.

Documentation

We looked at the latest Acrobat PDF version of the user's guide for **Maxima Advantage**. It consists of much of what we look for in a guide. For the subject matter, it is not difficult to interpret. It provides an extensive table of contents, a glossary briefly explaining important terminology and many screen shots that complement much of what the guide explains. The user's guide is missing an index, however, which should be included even though the table of contents is extensive. Also, the report section is incomplete, but a Pipkins' representative informed us that the company is considering devoting a whole manual to reports in the near future. Finally, we could only find a separate marketing sheet on Pipkins' new Web Agent Viewing and Empowerment (WAVE) module. Information about this new module should be included in the user's guide.

The help files are intuitive and beneficial, providing precise information on the topic to be researched. With the exception of some screens that do not have associated help files, each screen is context-sensitive.

Features

The following is a description of the major features of **Maxima Advantage** :

- * SkillSense Scheduling - rules-driven scheduler that attempts to reflect the lowest cost staffing solution for your call center. With the help of the Oracle database, it uses a profile of agents' skills to take advantage of their potential.
- * Forecasting -- uses Merlang algorithms when calculating staffing levels, even when using multiple agent skill sets, and correlates marketing activities with projected call volumes.
- * Multiple Application Server -- for multisite call centers distributing their workforce management system to multiple application servers while using a central database for reporting.
- * Attendance Preferences -- preferences for agents given by seniority or a point system (an equal chance based on agents' past fulfillment of their preferences).
- * Real-Time Adherence -- an optional module that allows information that reveals the status of all your agents to be automatically updated in

real-time.

* Web Agent Viewing and Empowerment (WAVE) -- for viewing schedules and employee information over the Internet or corporate network with a Web browser.

Operational Testing

Because of Pipkins' licensing agreement with Oracle, we had a limited time to test the capabilities of **Maxima Advantage** in our labs. However, in that time, we did examine the GUI and made sure many of the features worked properly. We also dialed into a demo at Pipkins to look at WAVE and the real-time adherence modules, both of which were not included in our original installation.

Since the configuration settings are primarily handled by Pipkins, we looked only briefly at the configuration features, but we found that the settings can be modified without too much difficulty. Time zone, ACD, service team service (which defines the percent of time agents spend answering calls and when agents are occupied with other unscheduled concerns), queue service and schedule-event configurations can all be set. An array of other features can also be modified, including the level of abandonment rates allowed, average handling time, whether or not to observe daylight savings, time adherence tolerance and validation hours. Of course, in a corporate environment, any new organizations, departments or offices can be added or changed. Special events can also be considered in order to correlate historical statistics to produce a more accurate forecast.

There are many more intricacies about **Maxima Advantage** that makes it a strong workforce management tool, such as how it uses skills-based routing (as Pipkins calls SkillSense), staff schedule preferences, forecasting and a large number of reports. The selection of charts, graphs and other aids to help with forecasting and reports is quite impressive, as is the ability to view many of the reports or graphs simultaneously on a single screen. One last intricacy worth mentioning is **Maxima Advantage**'s ability to filter staff information, which allows for subset lists of the overall group. A simple example of this would be separating staff members by their office or department.

We also liked the schedule rules definitions (Figure 1), which consist of information that **Maxima Advantage** needs to schedule your staff. They are divided into eight tabs for each selected staff member: first/last assignments, week to week, attendance, hours or availability, attendance cycle hours, team eligibilities, cycle parameters, and intraday assignments (defines information about breaks and lunches as well as any other daily assignments). Setting these rules is relatively straightforward, but there is a lot to learn about all of the rule sets before it can be done correctly. Also, this particular screen of the GUI appears cluttered, and therefore, is a bit confusing. Nevertheless, once the learning curve is overcome, it is an effective scheduling technique.

Employee information and scheduling information can be viewed over the Internet or a corporate network by using WAVE (Figures 2a and 2b). All you have to do is log into the system with your staff I.D. and PIN number. Then, you can pick the report type (daily, weekly and monthly) and the dates of the calendar you would like to view. This module's interface is straightforward and very simple to use. While this GUI is somewhat plain looking, it is still an effective method for users to look at their schedules or employee information remotely. The modification feature, which is scheduled for the next release, allows you to edit your schedule so that your manager can consider these edit requests.

The real-time adherence module (Figure 3) provides up-to-the-minute information received from your ACD. It determines whether or not agents are adhering to their scheduled activities. The interface shows that an agent is out of adherence by marking that time in red. If agents are in their grace period (where they are not where their schedule indicates but are

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within the specified tolerance level), the interface shows this marked in blue. This feature also takes positive and negative impacts on a call center into account. An example of a positive impact would be if an agent were helping a customer even after his designated lunch break had started. A negative impact would be if an agent arrived late for work.

Room For Improvement

We have a few suggestions that would likely make **Maxima Advantage** an even better product. For instance, while the main GUI follows most Windows conventions, uses buttons for nearly every feature and is intuitive for the most part, we would like the ability for right-click functionality on any part of the screen. As it stands, you can only right-click in certain instances (to select graphs or chart designs and to select the buttons you want to appear on screen). At times, the GUI appears complex and cluttered, so it takes a little while for the user to become accustomed to the interface, especially the schedule rules definition screen.

The Find features of **Maxima Advantage** consist of either pressing the binocular button in the toolbar or just typing what you are searching for on the lower end of the screen. There is room for improvement here because it is difficult to notice these features, and the binocular button is not useful and should be eliminated from the GUI.

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Conclusion

Pipkins' **Maxima Advantage** could be of immense use in any call center. The forecasting and preferences features are excellent, and the SkillSense scheduling functionality helps lower costs while improving the organization of call centers. The real-time adherence and Web-based schedule GUI (WAVE) modules are welcome additions to the system, and the technology they offer should be considered when making your purchasing decision.

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2/7/3 (Item 1 from file: 275)

DIALOG(R) File 275:Gale Group Computer DB(TM)
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02376998 SUPPLIER NUMBER: 59600382 (THIS IS THE FULL TEXT)
TMC.sup.TM) Labs Reviews. (Pipkins' Maxima Advantage workflow package) (Software Review) (Evaluation)
Call Center Solutions, 18, 7, 94
Jan, 2000

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Maxima Advantage

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